(ii) Daily testing of MARR links from Base station.

(iii) Annual maintenance contract is being entered into with the supplier of the equipment.

(iv) Flying squads have been constituted at Circle/TCHQ level.

(v) New technologies are being tried for provision of village telephone *Viz.* WLL (Wireless in Local Loop), C-DOT TDMA PMP System, Satellite based terminals for remote and inaccessible areas.

(vi) Faulty Village Public Telephones working on MARR system shall be replace by new technology VPTs in a phased manner.

It is proposed to provide reliable transmission media to all the rural exchanges by March 2002.

Expenditure on operating postal services

†3843. SHRI BALWANT SINGH RAMOOWALIA :

DR. D. MASTHAN :

Will the MINISTER OF COMMUNICATIONS be pleased to state :

(a) whether it is a fact that more expenditure is being incurred on operating postal services against income;

(b) if so, the names of the services where operating expenditure is more against income and to what extent this expenditure is more; and

(c) the details of the services where income is more against the expenditure and to what extent this income is more against the operating expenditure ?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS (SHRI TAPAN SIKDAR) : (a) the total average cost of providing some of postal services is more than the average revenue from such services.

(b) The details of postal services where the total average cost is more than the average revenue for the year 1999-2000 (Projection) is given in the enclosed statement *(See* below).

(c) The details of postal services where the average revenue is more than the total average cost for the year 1999-2000 (Projection) is given in the Annexure.

†Original notice of the question was received in Hindi.

STATEMENT

Names of postal services where total average cost is more than average revenue for the year 1999-2000 (projection)

(Rs. in Crores)

Sl. No.	Name of Postal Services	Excess of cost over Revenue
1.	Postcard	–181.90
2.	Printed Postcard	–38.70
3.	Competition Postcard	–0.43
4.	Letter card (Inland Letter)	–146.56
5.	Regd. Newspaper-Single	–62.22
6.	Bundle	–36.37
7.	Printed Books	–46.41
8.	Other Periodicals	–18.65
9.	Registration	–370.45
10.	Value Payable by Post	–19.02
11.	Acknowledgement	–13.26
12.	Money Order	–197.37
13.	Tele Money Order	–5.61
14.	Indian Postal Order	–34.58
15.	Savings Bank	–194.69
16.	Mahila Smirdhi Yojana	–40.25
17.	Savings Certificates & KVP	–98.58
18.	Indira Vikas Patra	–6.45

Names of postal services where average revenue is more than total average cost for the year 1999-2000 (Projection)

(Rs. in Crores)

Sl. No.	Name of Postal Service	Excess of Revenue over cost
1.	Speed Post	33.75
2.	Insurance	39.98
3.	Foreign Mail	70.78
4.	Letter	16.83
5.	Book Post-Book Pattern and Sample Packets	18.33
6.	Parcel	0.80

Advertisement by VSNL for increasing its base

3844. SHRI PARMESHWAR KUMAR AGARWALLA :

DR. C. NARAYANA REDDY :

Will the Minister of COMMUNICATIONS be pleased to state :

(a) whether it is a fact that the Videsh Sanchar Nigam Ltd. require effective advertising and marketing for increasing its subscriber base; and

(b) if so, what action is proposed to be taken to enable it to face the tough competition ?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS (SHRI TAPAN SIKDAR) : (a) Yes Sir. VSNL is providing many services in a competitive environment and requires marketing strategies and effective advertising plan.

(b) To be able to face tough competition, VSNL has developed a sound and robust marketing plan using various media, sponsorship programmes in judicious proportion so as to obtain maximum benefit and reach. The marketing plan includes the use of TV Media, Print Media, Hoardings, Internet and Publicity through exhibitions and seminars.